

10th Annual 50/50 Show Opens Aug 31

Ten years ago Sanchez Art Center tried out a new concept for a very large show of very small works, called the *50|50 Show*. The idea, proposed by studio artist Robert Dvorak, was that participating artists would create 50 small artworks in as many days—a challenging creative journey to say the least. Our Executive Director at the time, Kathleen Salvia, tackled the logistics of the project with great energy, enthusiasm, and acumen, and we have followed the same basic plan, with only minor adjustments needed along the way.

In the second year, it was clear that the event's popularity would require that the growing number of artist entries be juried. *50|50 Show* jurors are California gallerists, and this year we're pleased to have Andres Guerrero of Guerrero Gallery in San Francisco serve as juror. One hundred and sixty-three artists submitted entries, and of these, 61 will show their works in the now-classic 49-piece grid pattern of 7 down and 7 across, with the 50th piece off to the side. Each artist chooses their medium, follows a theme of their choice, and dives into 50 days of concentrated creativity.

The resulting bonanza is over 3,000 individual small artworks in one show. It's a visual feast on opening night! This is the one show during the year when art lovers take their purchases with them rather than leaving them on the wall. Thus the only way to see the show in its entirety is to purchase a ticket to the Preview Fundraiser held on opening night, August 31, 6–8 pm. Proceeds from the Preview Fundraiser support Sanchez Art Center's programs year-round, and are especially welcome as we continue to celebrate our 20th year of creating community through art.

To celebrate the *50|50 Show's* 10-year milestone, a retrospective look at work by Art Guild of Pacifica members from previous years has been initiated by current Executive Director Cindy Abbott. We'll have three such displays, with 21 legacy *50|50* artists' works on view and for sale.

On Aug 31, purchased artworks may be taken home starting at 7:30 pm. Beginning at 8 pm, the doors open to everyone and admission is free. Music for the reception will be provided by the wonderful Jim Nichols on solo guitar. Light refreshments will be available, with donations requested for beverages, including sodas, wine, and Lagunitas beer.

Preview tickets are available for \$25 at [Eventbrite.com](https://www.eventbrite.com). Any tickets still available on opening night can be purchased for \$35 at the door, but securing tickets in advance is highly recommended, as tickets are limited and the Preview has sold out in advance the past three years! For tickets, visit [Eventbrite.com](https://www.eventbrite.com).

Our postcard and poster were designed by Sanchez Art Center studio artist Janet Arline Barker and SAC Operations Coordinator Linette Morales. Don't miss this exciting extravaganza of art and artists! Sanchez Art Center is located at 1220 Linda Mar Blvd in Pacifica, about a mile east of Highway 1. Following opening night, the galleries are open Friday, Saturday, and Sunday, 1–5 pm, and by appointment, through Sept 23. For more information call 650.355.1894 or email info@sanchezartcenter.org.